



Press Release Template

Organisation Name

For immediate release – [DATE]

Title – 100 characters or less – include primary keyword if likely to be on-line as well as print

First paragraph – Summary – Catch interest - Who? What? Why? Where? When How? Around two sentences of approx. 20-25 words each. Use 2 or 3 keywords here if also on-line.

Second paragraph – Main body - further detail about the story, may wish to embed links here if on-line.

Third paragraph – interesting quote (approx. two sentences) which captures attention e.g. Jane Jones, Director of Jones and Jones, said: "....."

Possible link sentence to

optional extra paragraph: quote from a third party, or additional information

Final paragraph - further information, sum-up - use 2 or 3 keywords here if also on-line.

Note: if destined on-line can embed links in body of text

Ends

For further information, please contact:

Name, Title, Organisation,

Telephone number

Mobile number

Email

Notes to editors

- 1.
- 2.
- 3.

Include standard information that explains what organisation is about, include Website, Facebook, Twitter links

May also wish to embed a link to video, downloadable file etc., if on-line

Include images